

Practical project suggestion for a course about SEO

	Course: Introduction to SEO Instructional Designer: Laura Penedos	
Identification	Practical project details	
Project 1	Goal: To understand and apply the strategies of SEO (Search Engine Optimization).	Prerequisite: The students should have their own website and a basic knowledge about edition using HTML.
	Description/Proposal: From using each new technique in the course, the students must test it in their own websites and evaluate the results. Therefore, this project is formed by short activities which, in the end, all of them will constitute in the application of all the SEO strategies covered in this course. One possible path is to follow the techniques that are explained by Google, such as creation of page titles, tags descriptions, structure data markups, navigation planning, creation of URLs, choice of keywords, usage of links, image optimization and mobile accessibility. Each activity will be formed by the following steps: 1) Apply the strategy in the student's website; 2) analyze the changes in terms of user experience and reaches; 3) compare the results with the peers' ones and reflect critically the differences between the websites, products, and customers; 4) fill a form with these conclusions. In the end of the course, with all the website updates, the students must produce a report with a summary of each strategy which was used, and a critical analysis comparing their own websites before taking the course with how it is now. This report will be reviewed by one of the peers.	
	Students' production items: - Website edition; - Answers to the form; - Production of a report;	
	Evaluation: - Form (Criteria: Answer all the questions); - Report (Criteria: Adequacy to the proposal, Clearness, Coherence).	
	Support material: - Google. SEO Starter Guide. Disponível em < https://developers.google.com/search/docs/beginner/seo-starter-guide > - Tutoring to support the website editions.	Tools: - Form; - Discussion Forum; - Peer review.